

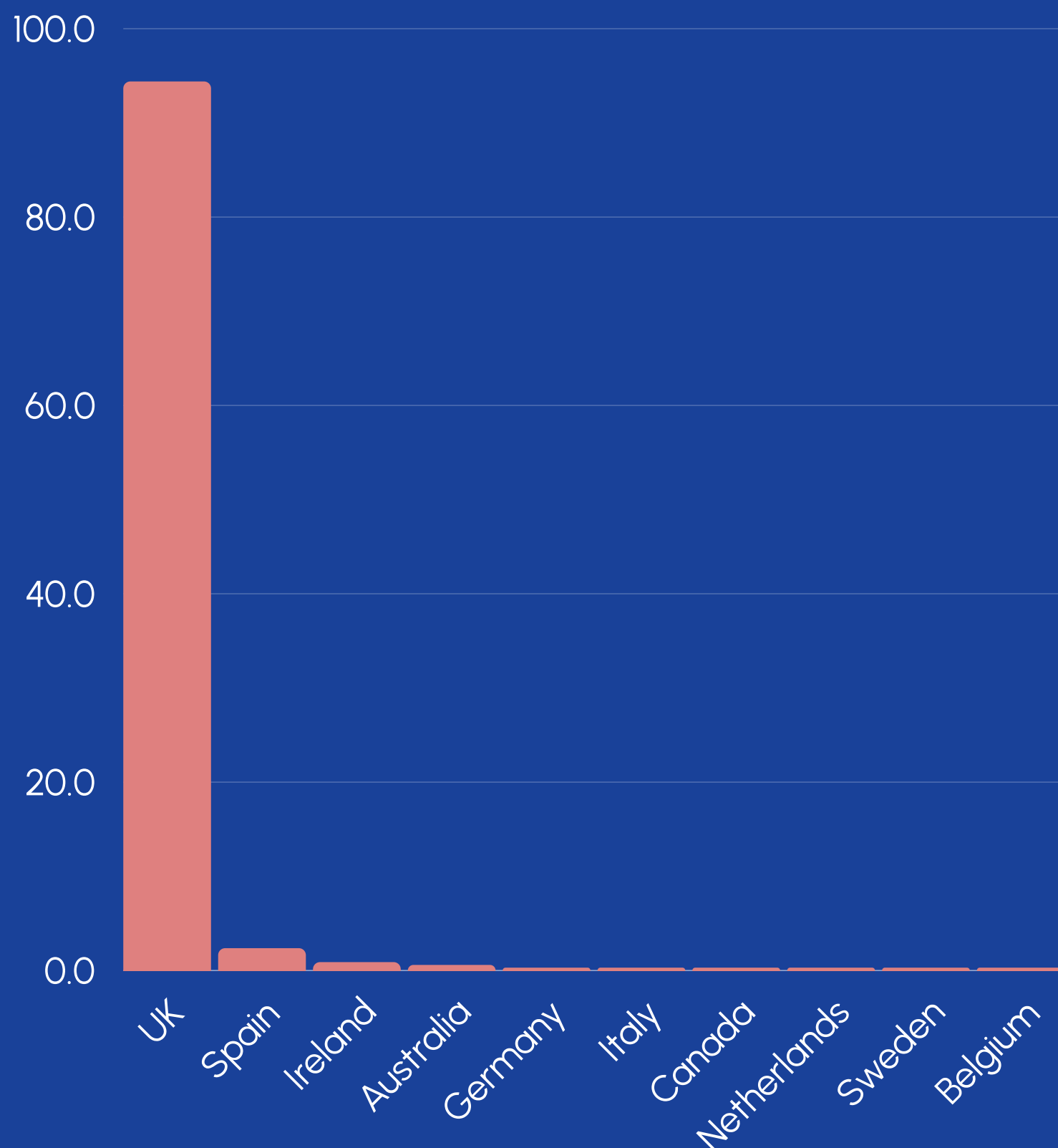
Empower Padel Community Survey Report



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Who Took Part?

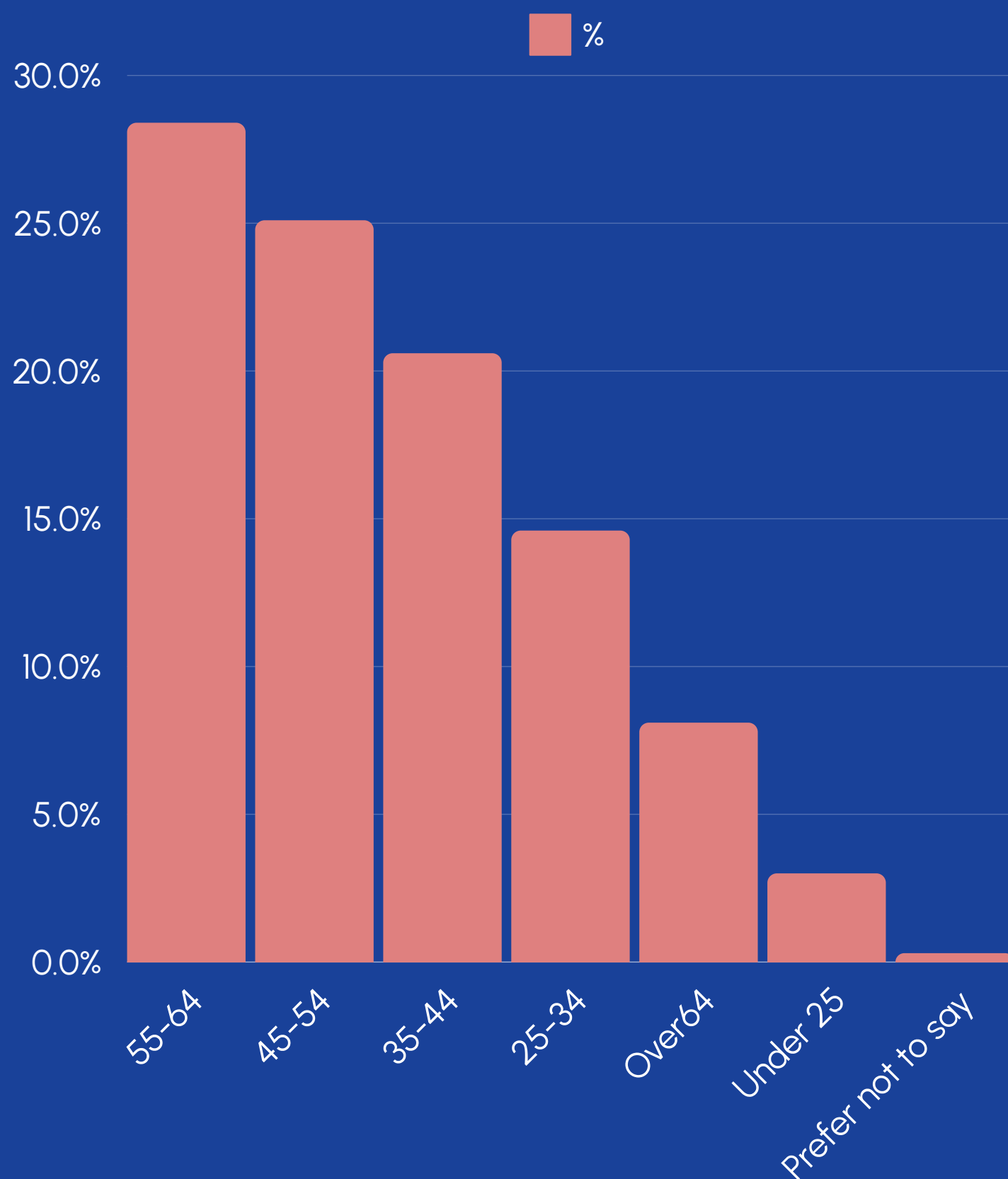
335 respondents took part from
10 different countries (94% UK)



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Age Range

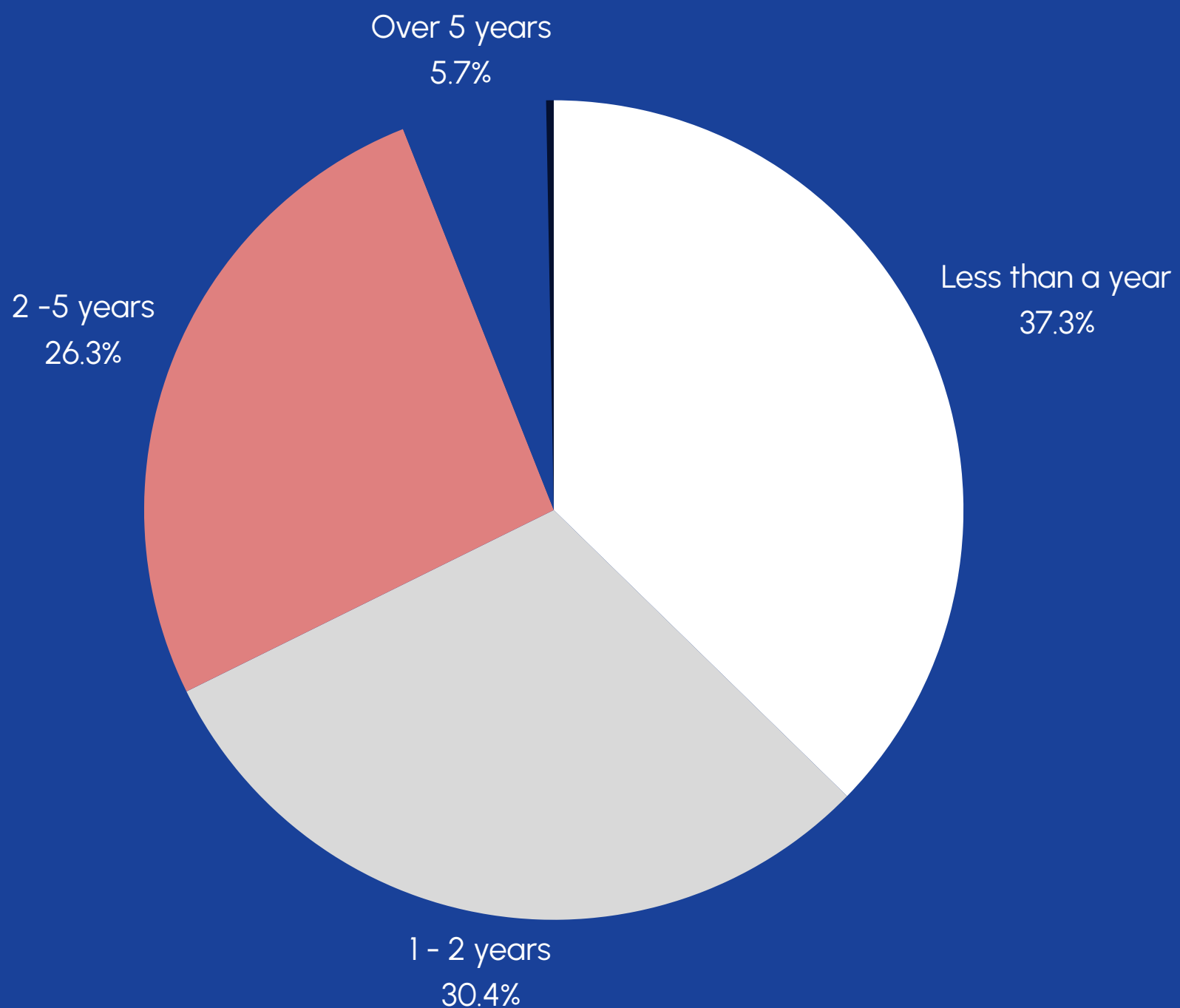
74% were aged between 35 and 64.



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Padel Experience

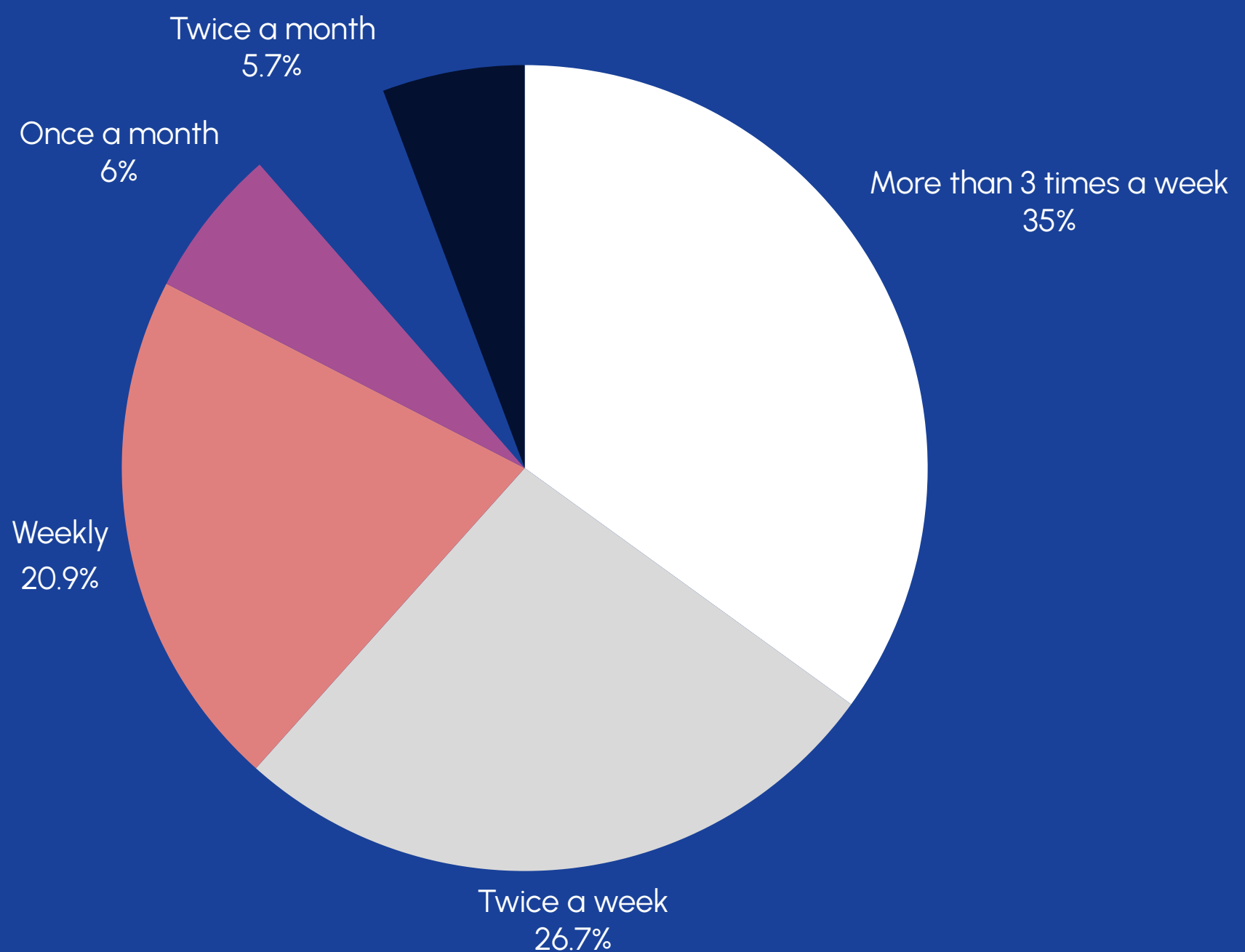
Over 67% have been playing for less than 2 years.



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Padel is Addictive

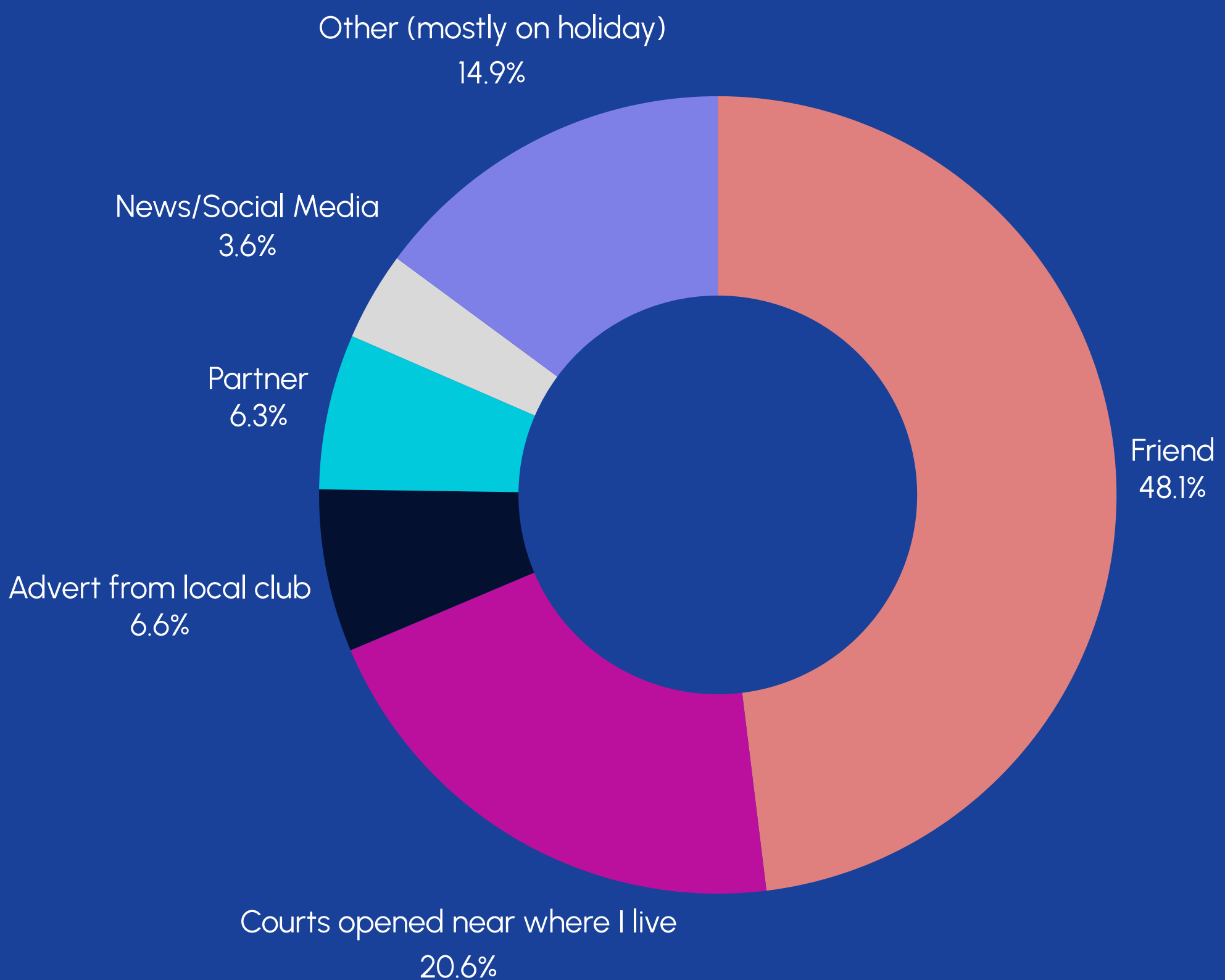
Over 60% play more than twice a week.



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Padel is Viral

Almost 50% heard about padel from a friend.



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Padel is Social

The top reason for playing padel was the social aspect.



Why They Love Padel

The way I feel mentally when I play, I forget about all my problems.

The challenge, the social aspect, the game, playing with a partner, learning new skills

It's accessible, social and fun!

Sheer enjoyment of the game.

A sense of getting better at something in life!

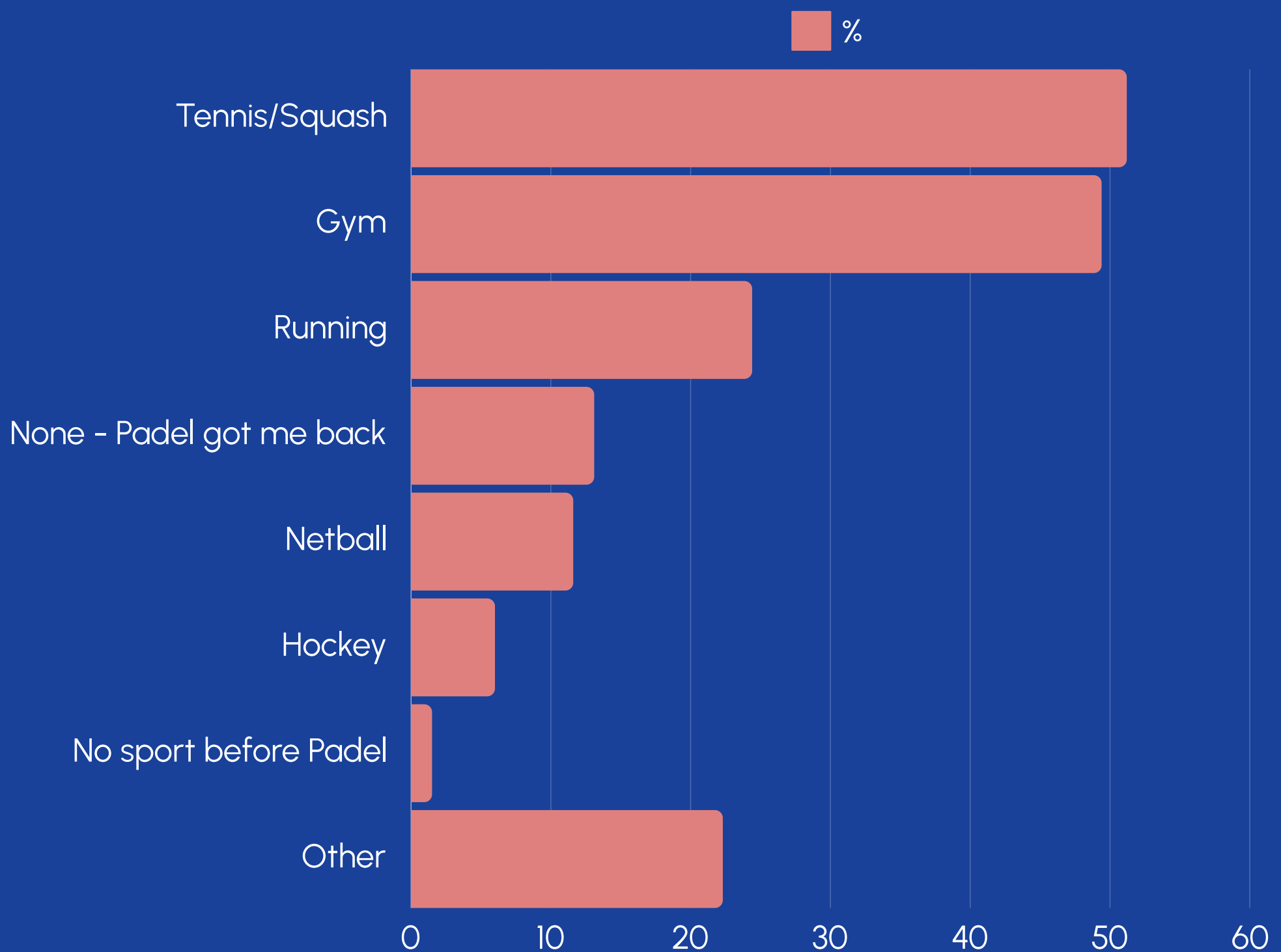
Competing!



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Sports Played Before Padel?

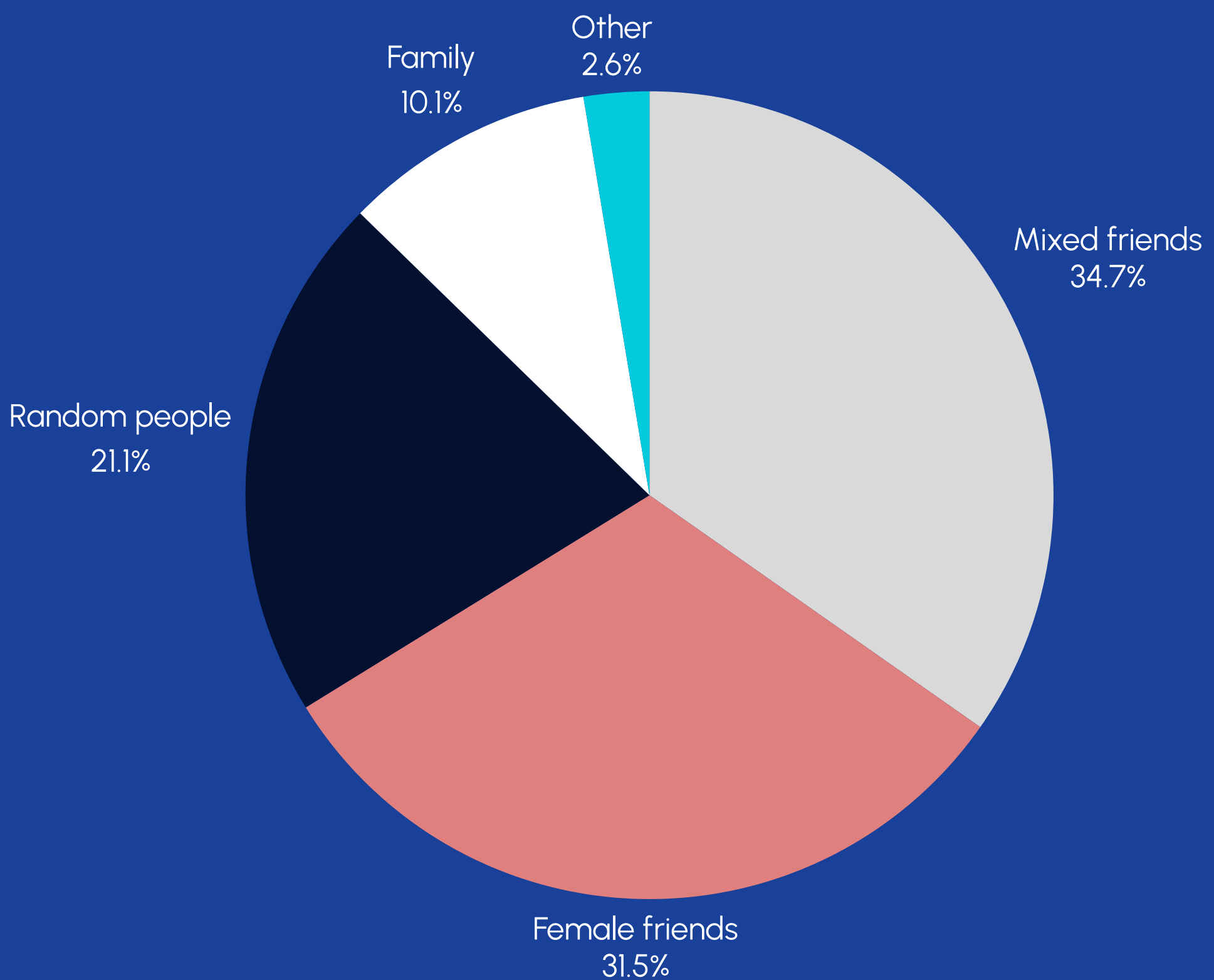
15% got back into playing sport through Padel.



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Who They Play With?

Over 76% play with friends and family.



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Top 3 Barriers To Women Playing



Lack of time



Difficult to find a partner



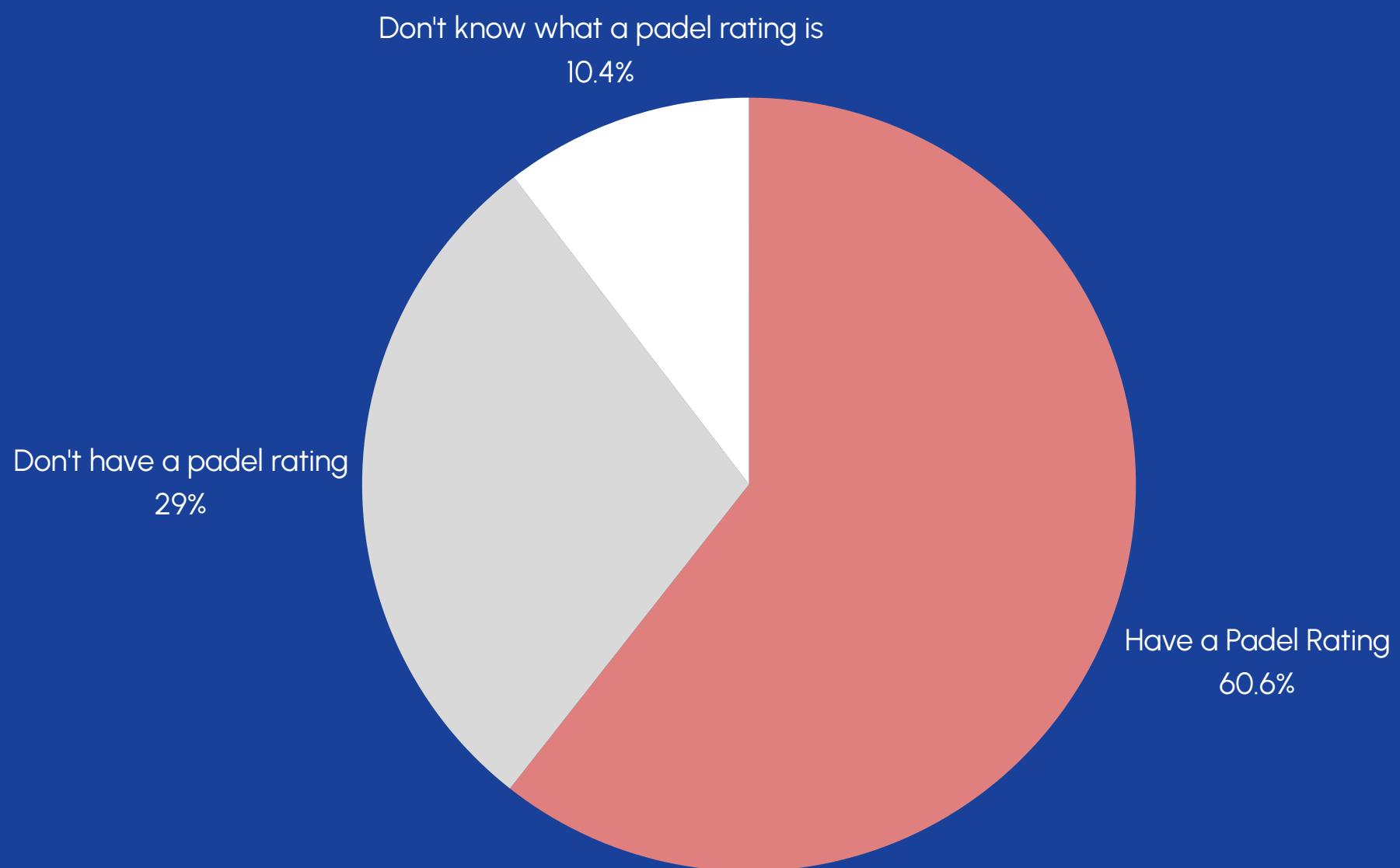
Expensive to book courts



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Padel Ratings

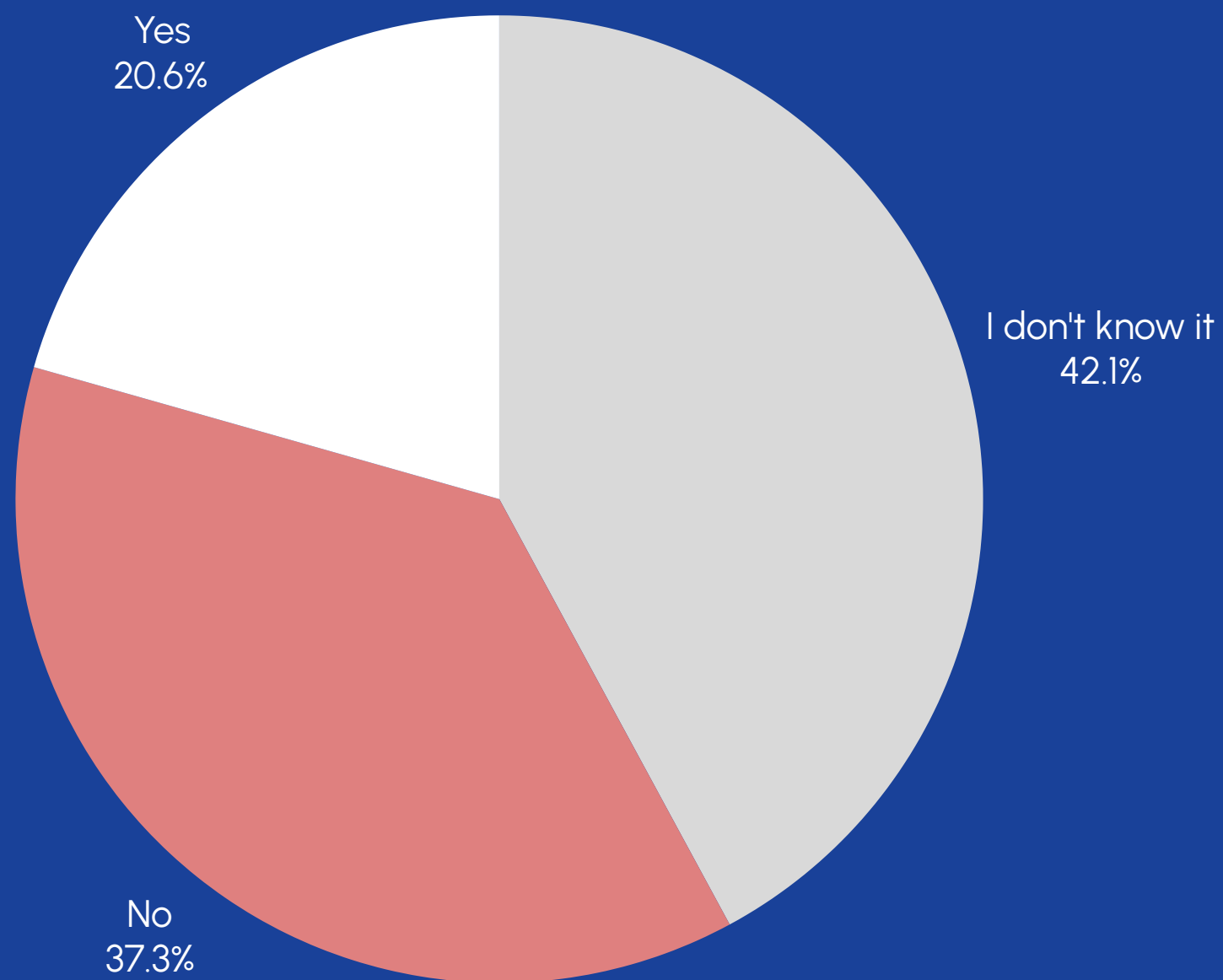
60% of respondents have a padel rating.



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Padel Ratings

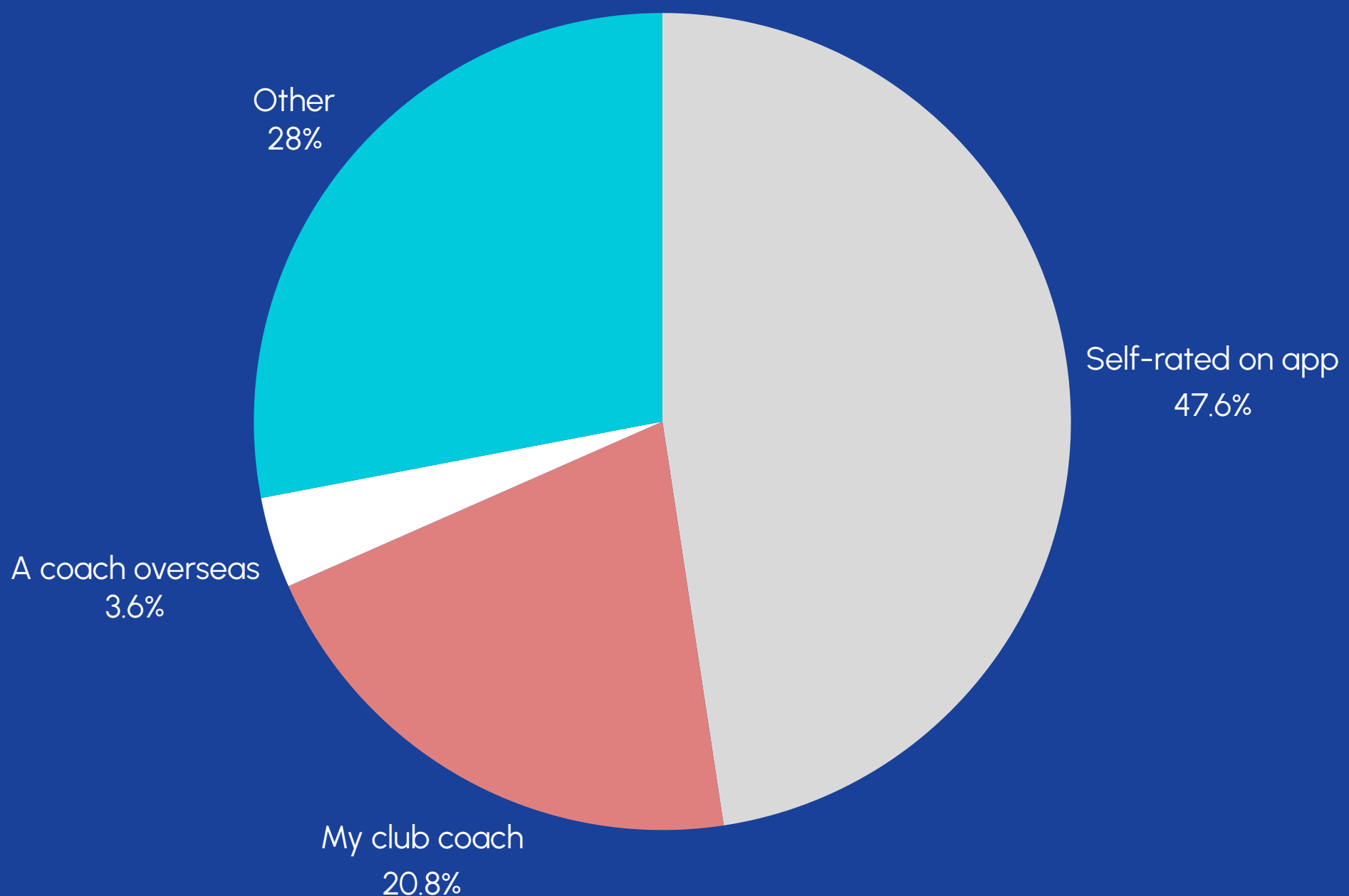
Only 20% believe their rating is accurate.



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Padel Ratings

48% are self rated through an app.

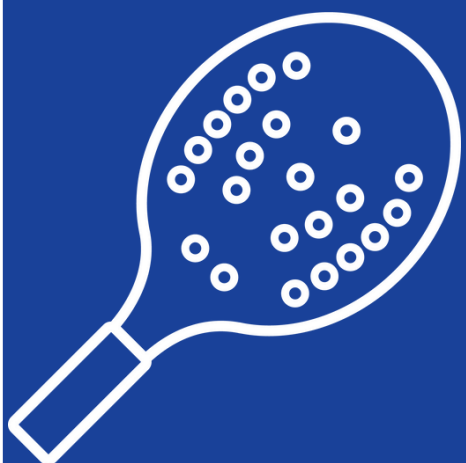


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Final Thoughts



Padel is a social game, but for women in particular, the social element is a key driver to play.



Women are more likely to play padel if they're introduced to it by a female friend.



There are still many barriers to entry for women including access to courts, good quality female coaches and the rating system.



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Survey Soundbites

"I am obsessed. I love it. It has given me confidence. Given me back a youthful attitude. It's taken me out of my comfort zone. I like the women and coaches I have had the pleasure to meet. It is my first time learning a sport - in my 50s."



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Survey Soundbites

"It's been amazing. I have met some truly amazing people that I now call friends. Padel is excellent for mental and physical health."



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Survey Soundbites

"It's been brilliant for my fitness and also my mental health. The new friends, the learning, the positivity has been incredibly inspiring. I was fit but hadn't really played a racket sport but this has been a great intro to a new sport. I've been fortunate to meet some incredible women and also lovely men."



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Join The Community

www.empowerpadel.com



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